

ROSEBURG NEWS-REVIEW

Issued Daily Except Sunday

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ROSEBURG, OREGON, THURSDAY, JANUARY 11, 1923.

A REGULAR PUBLICITY BOOM

The practical test whether advertising is a helpful force in building up trade is found by watching whether business men use it year after year. If a concern advertises regularly, that concern proves by so doing that its experiences with advertising have proved profitable. It certainly would not continue this expenditure, unless its experience proved that publicity work was necessary. The country has seen a remarkable boom in publicity work since the war, which proves in a big way what a tremendous force advertising is in building up business. Probably three times as much is being spent on advertising today as was used before the war. This vast expenditure would never be used for publicity, unless the business men of the country were getting favorable results from it. They do not use all this vast mass of publicity to please the owners of newspapers or because they enjoy seeing their names in print. They use it and pay for it, because their daily experience proves that they get results from it. The past year has seen a remarkable expansion in advertising. The big city newspapers are running more pages than ever before. The smaller ones are as a rule spreading out. The magazines are running an exceptional amount of space in business notices. It is a most hopeful sign, and it suggests that the outlook for prosperity in 1923 is excellent. The small business can learn a great deal from the way in which advertising is used by the leaders of trade. If wholesale dealers and manufacturers can draw trade from all over the country by advertising in newspapers and magazines, the local merchant can surely draw it from his own immediate neighborhood by advertising in his local newspaper, every column of which is read with close attention in his home community and the outlying country.

EXERCISE FOR INDOOR WORKERS

Folks who work indoors often say that their tasks are active, so that they do not need to take any exercise. Many of them say they are all tired out when the day is over, and would have no energy for any kind of physical development. Women often remark that housework gives them all the activity they need. And yet most of these folks are using only a limited set of muscles. Frequently they exercise only their legs and arms, while the trunk muscles are idle and dormant and fail to give the vital organs the needed stimulus. Walter Camp, the noted expert on athletic sports and gymnastics, whose "Daily dozen" exercises are widely popular, compares men and women to wild animals in captivity. They have a body created for use in active life, yet most of them use it only in the comparatively sluggish tasks of indoor work. Hence they do not keep it properly developed. He has watched animals at zoological gardens, to see how they keep up their vigor. He notes that they do it through constant stretching motions. So he feels that human beings should have some form of exercise that will stretch the muscles of the trunk that otherwise would go stale. An automobile needs a powerful and smooth running engine if it is to do its work. You don't cure the faults in its operation simply by putting on a new tire. So the human body must have its vital organs functioning actively, and must have something besides well developed leg and arm muscles. Indoor workers would not get tired so easily, if each morning they would spend five or ten minutes taking some good system of exercise that would keep these vital organs active and working.

It is often a shock to the older generation to find that people do not make social calls as they used to. Such persons will move into some town where they are strangers, and will feel disgruntled because people do not call on them. If they attend the services of some church, they often find fault because the members of the parish do not come to their homes. The custom of making social call. They may have a fairly good time after they have put on their groan when their wives remark that they owe this or that call. They may have a fair y good time after they have put on their store clothes and have made the necessary visit, but the proceeding appears too formal and starched for them. They would rather go to some club or lodge and play games and talk informally. The use of the telephone does away with one motive for calling. This is an energetic age and people prefer to do some active thing rather than sit around the sides of a room in stuffed chairs and talk.

Alarming reports are circulated about the extent of which college students drink intoxicating liquor. In many colleges this practice is common. The boys feel they are grown up men and should decide such matters for themselves. As a result there is dissipation in certain college circles, and some of these fellows come to grief. A number of the colleges are trying to straighten out their students in this respect, not always making stricter rules, but creating student sentiment against liquor. Colleges were established to impart wisdom. A student who goes to such an institution and gets the drinking habit, would do better to quit his latin and algebra and go to work sawing wood or do any other kind of honest labor.

AGED PIONEER PASSES AWAY

Mrs. Wilhelmina Roberts, resident of west Roseburg, who has been confined to her bed for the past five months, passed away at her home this morning. The deceased was born near Salem, April 10, 1856, she was the daughter of Wm. M. and Frances A. Brislin. Pioneers of 1846 and 1854. The deceased has

been a continuous resident of Douglas County for the last 65 years and leaves many friends to mourn her death. She leaves to survive her two sons, John A. Roberts of Brockway and Lewis Roberts of Roseburg. Also two sisters and one brother. Mrs. B. C. Roberts of Roseburg; Mrs. W. G. Roberts of Clatsop and S. B. Brislin of Roseburg. Funeral services will be held at the Ten Mile church at one o'clock tomorrow. Interment in the Ten Mile Cemetery.

PRUNE PICKIN'S BY BERT G. BATES

GOOD EVENING FOLKS— 'Twas the month after Xmas And Santa had fit Came the tidings to father Which read, "Please remit."

We are often reminded that many a budding genius gets nipped by the spring frosts of unappreciation.

OUR UNROMANTIC AGE Chivalry is dead. Thus, we are told, a young fellow proposed recently: Marion, how would you like to help a couple of flower girls chase me down the aisle? What would grandpa say to that?

It is feared that if they continue making golf clubs out of hickory, there will be no nuts left, except those swinging the clubs.

AN OPEN LETTER To the Douglas County Delegation. Dear Senator and Representative: While you are sojourning in Salem attending the sessions of the legislature and kidding the pretty stenogs we would like to offer just one suggestion for a measure which we would like to have you introduce and support to your fullest extent. We urge upon you to enact a law compelling hotels and restaurants to label their salt and pepper shakers so they can be told apart.

The latest thing in men's trousers are women.

AN ALARM CLOCK AT 5:00 A. M. Tinkle, tinkle, little bell, How I wish you were in—Well Any place but where you are China would be none too far. When at night I hit the hay, Tired and weary from the day, Scarcely do I close my eyes When you tell me I must rise. Some day when I've lots of kale Have it by the stack and bale. Then revenge will sure be mine I'll set you for half past nine.

If more singers had sore throats this would be a much more pleasant world to live in.

To us, the saddest sight on earth is a short man wishing he was taller.

The interior decorator who went bankrupt was not a dentist.

The waist line is to be moved again, according to late fashion notes. When it comes to changing places of abode, a Methodist preacher has nothing on that elusive equator.

A bobbed head growing back to normalcy is one of the saddest sights of the age.

You begin to see a lot of familiar faces now since skirts have been lengthened again.

A cash register has saved more young men from ruin than all the ministers in the pulpits.

The beauty of making hay while the sun shines is the pleasure of talking business to your best girl when the moon shines.

If we only knew how to enjoy what we've got, the world wouldn't be such a bad place.

All work and no play makes jack.

A local highbrow used our typewriter yesterday for a while and he pounded out so many high falutin' words that the old gossip mill is all clogged up today.

This unequalled colyum or moral uplift and spiritual welfare hereafter will devote one inch of space each day to the result of the village crap tournaments.

The state legislature is in full swing and we hope the mud lasts through the session.

Another calendar peddler dropped in our sanctum today and we declined with thanks.

"A well behaved beauty chorus" is the way the "Maggie and Jiggs" show advertises. Gosh, there ain't nothin' thrillin' about that.

Clarence Baker was among those who had a marcel wave installed yesterday.

The latest song of the Roseburg sheiks is entitled, "I'm Going Back To My Little Moonshine Girl, For I Love Her Still."



"It's sorter funny that all the men I want to whip are either so big I can't whip 'em or so little I'm ashamed to."

"YOU'LL BE SURPRISED" IS A SNAPPY COMEDY

From the varied authentic reports it now seems unquestioned that the big production of "You'll be Surprised" will be the most enchanting show ever seen in Roseburg, enthralling even many of the professional performers with repetitions.

This fine event which is the booking at the Antlers theatre for Tuesday and Wednesday Jan. 22, 24, is respectfully advised with all of the attractions of decoration and beauty usually attached to the settings of any bewitching carnival of song



Where are good cooks who just happen so— by guess, and some who are so because of mental effort and good judgment. To the latter class belong the women who choose wisely, and for a reason. You'll find this class using Crescent Baking Powder because it is a scientific product made to stand every kitchen test. And it's economical. Women of the West have proven this by many years' test.

At all grocers Crescent Manufacturing Company Seattle, Washington



Raises the Dough and story. The magic of lights and shadows, beautiful dances, frilly frocks and girls and girls, go to make the entire show a fairlike affair multiplying the ever-changing rays of light, beauty, costumes, scenery until the effect becomes weirdly beautiful and splendid.

The comedy awakens your risibilities by the delicate thrusts or by the blunt jabs of wit, which permeate every nook of the libretto. Then too, your rhythmic sense—if you have one—will be set a-pulsing and your aesthetic perceptions, even though latent, will not be entirely ignored by this fine production.

Although comedy and music and dancing predominate the girly girls are not taxing to gaze upon, for there are the small, the tall, the brunettes and blondes, the plump, the thin but all like crystalline spheres constantly radiating indescribable illusions.

Do not fail to see this beautiful fun show, "You'll be Surprised."

You can have that ugly hair removed from your face at the Beauty Studio, Roseburg National Bank Bldg.

INDIANS WILL MEET HERE NEXT SATURDAY

The Indians of Western Oregon will meet at the Macabee hall on Saturday January 13, for the purpose of receiving the report of their attorneys who are working on the claim of the Indians for \$12,000,000 claimed to be due from an old treaty with the U. S. government. It is claimed that the government in taking the Western Oregon territory from the Indians, agreed to pay the sum of \$12,000,000 for it, but that the amount was never paid. The tribes of the district have consolidated and are united to present the claim to Congress. The claim has been submitted but further data in the form of maps and proof is needed and this will be obtained during the coming few months. The meeting is being called by G. W. Rupp who is the attorney of fact in this case.

HELP FOR GIRLS WHO WORK

Mrs. Lodic Tells How Lydia E. Pinkham's Vegetable Compound Helped Her



Tyrone, Pa.—"A friend told my husband how Lydia E. Pinkham's Vegetable Compound had helped his wife, so my husband bought me a bottle because I was so run-down, had a nervous weakness, no strength in my body and pains in my left side so bad that I could hardly do my work. Before I was married I used to work in the factory, and I had pains just the same then as I have had since I have done my housework. I would not be without a bottle in the house now. It has stopped the pains all right and I have found out that it is a wonderful body builder, as it has made me well and strong. It is going to be the 'old reliable' with me hereafter, and I am always willing to tell other women how it has helped me. You can use this letter as you wish as I can honestly say that my words are true."

Mrs. M. Lodic, R.F.D. No. 4, Box 40, Tyrone, Pa.

Ford THE UNIVERSAL CAR Interesting Facts 105,799 Ford Cars and Trucks Retailed in December Approximately the same number scheduled for delivery this month What Does This Mean? This volume of deliveries to actual owners is entirely unprecedented for this time of the year— It has taxed the manufacturing ability of the Ford plants working at full capacity— It indicates a volume of business during the rapidly approaching months of "heavy demand" which will be far beyond the maximum production schedule which the Ford Motor Company has set— And that means a Ford shortage even more acute than the one which existed last Spring and Summer. Dealers' stocks all over the country are low—there are no reserves to draw upon to meet the demands for delivery— There is no way in which dealer reserves can be built up, as deliveries have been made to customers as fast as Cars could be manufactured since last April. The only way you can protect your desire to obtain prompt delivery of a Ford even at this time is to place your order immediately. This emphasizes more strongly than anything we could possibly say the necessity of your making prompt arrangements with a Ford Dealer for the listing of your order, particularly if you are contemplating the purchase of a Ford Car or Truck for use this Spring or Summer We believe you are entitled to know these facts as they actually exist. Ford Motor Company Detroit, Michigan C. A. Lockwood Motor Co. Authorized Ford and Fordson Dealers Roseburg, Oregon A Small Deposit and Easy Payments if Desired